

Visitor Spending by County — 2025

North Carolina — All 100 Counties

\$37.2B Total visitor spending	230,997 Tourism employment	\$1.39B State taxes generated	\$1.33B Local taxes generated	\$243.67 State/local tax savings per resident
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Counties ranked by total visitor spending, 2025 (high to low). Dollar figures in \$ millions, except Tax Savings per Resident (dollars per resident). * Lodging includes second-home spending. ** Transport includes ground and air travel.

County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending	Share of State (Spend)	Spending Growth (2025/2024)	Employment	Share of State (Jobs)	Personal Income	State Taxes	Local Taxes	Tax Savings per Resident
Mecklenburg	\$1,535.92	\$1,923.44	\$872.60	\$443.79	\$1,691.92	\$6,467.67	17.4%	1.5%	38,380	16.6%	\$2,193.28	\$225.21	\$205.17	\$353.00
Wake	\$903.17	\$1,020.60	\$697.66	\$602.99	\$402.44	\$3,626.86	9.7%	2.4%	27,470	11.9%	\$1,006.95	\$167.88	\$180.38	\$276.32
Buncombe	\$755.68	\$712.01	\$320.64	\$487.54	\$314.29	\$2,590.15	7.0%	-2.1%	17,211	7.5%	\$582.03	\$113.19	\$102.23	\$764.50
Dare	\$556.12	\$647.25	\$295.82	\$184.37	\$404.00	\$2,087.56	5.6%	-0.6%	12,073	5.2%	\$465.63	\$68.11	\$79.26	\$3,808.98
Guilford	\$407.13	\$550.45	\$232.20	\$133.03	\$523.81	\$1,846.62	5.0%	2.9%	12,080	5.2%	\$568.53	\$68.00	\$55.10	\$220.45
Brunswick	\$306.29	\$383.71	\$185.40	\$113.57	\$256.91	\$1,245.89	3.3%	1.3%	6,035	2.6%	\$259.28	\$37.91	\$52.61	\$509.37
New Hanover	\$311.46	\$383.10	\$154.08	\$89.89	\$267.57	\$1,206.11	3.2%	5.8%	7,250	3.1%	\$316.97	\$40.21	\$45.13	\$344.60
Durham	\$242.28	\$324.59	\$144.78	\$73.91	\$384.60	\$1,170.15	3.1%	0.9%	7,779	3.4%	\$319.31	\$41.14	\$41.25	\$239.06
Forsyth	\$208.51	\$345.57	\$132.85	\$79.50	\$316.42	\$1,082.86	2.9%	-0.8%	6,524	2.8%	\$264.82	\$43.98	\$29.73	\$183.67
Moore	\$228.23	\$269.19	\$133.96	\$78.29	\$191.74	\$901.41	2.4%	4.9%	6,528	2.8%	\$274.18	\$34.20	\$30.19	\$578.68
Carteret	\$204.72	\$237.53	\$110.62	\$63.75	\$147.32	\$763.93	2.1%	2.8%	3,921	1.7%	\$157.00	\$23.00	\$30.78	\$744.30
Cabarrus	\$167.84	\$225.38	\$111.66	\$51.95	\$125.98	\$682.81	1.8%	0.5%	5,069	2.2%	\$186.44	\$26.55	\$17.94	\$177.88
Cumberland	\$128.47	\$241.41	\$84.42	\$53.47	\$174.84	\$682.60	1.8%	-2.2%	4,786	2.1%	\$176.59	\$26.50	\$19.97	\$136.39
Currituck	\$273.23	\$120.49	\$61.22	\$37.15	\$85.53	\$577.62	1.6%	-0.7%	2,435	1.1%	\$99.45	\$15.85	\$22.49	\$1,163.76
Watauga	\$143.80	\$160.11	\$75.27	\$44.64	\$107.97	\$531.78	1.4%	3.1%	2,984	1.3%	\$134.88	\$17.78	\$19.56	\$666.65
Jackson	\$115.60	\$149.16	\$76.59	\$42.40	\$103.10	\$486.85	1.3%	5.1%	2,643	1.1%	\$130.92	\$15.99	\$16.46	\$726.74
Henderson	\$103.69	\$148.17	\$64.24	\$36.70	\$100.54	\$453.34	1.2%	3.6%	2,813	1.2%	\$126.69	\$16.27	\$18.13	\$278.38
Iredell	\$106.21	\$140.90	\$66.76	\$31.99	\$95.52	\$441.37	1.2%	2.8%	2,564	1.1%	\$101.29	\$16.19	\$14.38	\$143.39
Onslow	\$97.57	\$137.47	\$51.32	\$27.50	\$100.87	\$414.74	1.1%	-0.1%	2,413	1.0%	\$95.31	\$14.52	\$14.80	\$134.68
Gaston	\$89.62	\$128.64	\$47.73	\$26.88	\$102.35	\$395.22	1.1%	1.6%	2,487	1.1%	\$95.79	\$15.66	\$9.91	\$103.06
Macon	\$97.16	\$117.94	\$58.68	\$33.78	\$78.43	\$386.00	1.0%	11.1%	1,810	0.8%	\$96.16	\$12.83	\$20.67	\$1,520.51
Catawba	\$74.96	\$130.81	\$49.58	\$28.71	\$79.35	\$363.42	1.0%	3.5%	2,551	1.1%	\$90.77	\$14.58	\$12.89	\$161.56
Haywood	\$89.55	\$109.54	\$48.19	\$30.49	\$80.51	\$358.29	1.0%	0.3%	2,202	1.0%	\$93.36	\$13.09	\$12.42	\$396.77
Johnston	\$70.03	\$119.49	\$46.03	\$28.58	\$73.17	\$337.30	0.9%	7.2%	2,180	0.9%	\$89.51	\$13.98	\$10.65	\$96.99
Swain	\$82.14	\$100.78	\$46.63	\$31.18	\$75.92	\$336.65	0.9%	-1.5%	1,958	0.8%	\$91.35	\$13.24	\$8.92	\$1,622.51
Nash	\$71.94	\$113.58	\$44.85	\$26.02	\$78.29	\$334.69	0.9%	-1.8%	2,518	1.1%	\$91.18	\$12.87	\$10.98	\$235.43
Pitt	\$70.63	\$122.95	\$41.59	\$24.88	\$72.43	\$332.47	0.9%	3.9%	2,132	0.9%	\$77.68	\$12.40	\$10.19	\$122.52
Davidson	\$23.69	\$115.94	\$48.26	\$27.38	\$100.55	\$315.83	0.8%	0.3%	1,651	0.7%	\$73.72	\$12.30	\$10.02	\$123.52

County	Lodging*	F&B	Recreation	Retail	Transport**	Total Spending	Share of State (Spend)	Spending Growth (2025/2024)	Employment	Share of State (Jobs)	Personal Income	State Taxes	Local Taxes	Tax Savings per Resident
Alamance	\$58.87	\$106.26	\$34.47	\$23.49	\$60.82	\$283.91	0.8%	0.4%	1,889	0.8%	\$66.42	\$11.44	\$7.23	\$99.46
Orange	\$64.61	\$100.57	\$40.91	\$20.36	\$52.11	\$278.58	0.7%	-0.5%	1,999	0.9%	\$76.04	\$10.55	\$8.64	\$124.25
Avery	\$60.99	\$83.37	\$40.66	\$22.27	\$51.69	\$258.97	0.7%	3.0%	1,569	0.7%	\$72.02	\$8.64	\$9.58	\$1,028.12
Rutherford	\$60.85	\$83.32	\$30.77	\$22.43	\$58.50	\$255.87	0.7%	-8.2%	1,559	0.7%	\$61.39	\$10.33	\$8.97	\$296.37
Rowan	\$49.84	\$78.56	\$30.01	\$17.78	\$63.84	\$240.03	0.6%	2.2%	1,579	0.7%	\$58.85	\$9.37	\$8.54	\$115.54
Union	\$45.50	\$82.47	\$29.71	\$17.34	\$52.91	\$227.92	0.6%	3.3%	1,397	0.6%	\$51.99	\$8.78	\$5.77	\$53.44
Wayne	\$43.31	\$71.21	\$26.16	\$15.88	\$50.01	\$206.57	0.6%	-0.4%	1,251	0.5%	\$46.92	\$8.68	\$5.15	\$115.61
Pender	\$51.17	\$63.98	\$31.11	\$17.68	\$39.14	\$203.08	0.5%	0.4%	1,051	0.5%	\$44.11	\$6.64	\$9.48	\$230.46
Randolph	\$42.78	\$68.75	\$24.52	\$16.60	\$42.53	\$195.19	0.5%	-2.3%	1,167	0.5%	\$45.21	\$8.48	\$5.10	\$92.16
Craven	\$42.44	\$68.41	\$27.06	\$14.90	\$36.17	\$188.97	0.5%	3.1%	1,315	0.6%	\$47.93	\$7.28	\$5.55	\$119.04
Transylvania	\$45.59	\$58.08	\$26.64	\$17.35	\$40.35	\$188.01	0.5%	0.5%	1,138	0.5%	\$47.52	\$5.57	\$7.64	\$391.24
Cleveland	\$38.53	\$61.18	\$24.83	\$14.11	\$39.99	\$178.64	0.5%	4.6%	1,016	0.4%	\$43.46	\$6.91	\$4.36	\$112.98
Robeson	\$37.34	\$60.25	\$21.45	\$14.44	\$37.01	\$170.48	0.5%	1.6%	1,058	0.5%	\$39.36	\$6.89	\$5.01	\$100.91
Surry	\$38.02	\$57.35	\$17.55	\$13.30	\$39.83	\$166.05	0.4%	3.2%	936	0.4%	\$42.20	\$6.71	\$4.88	\$162.38
Burke	\$40.27	\$57.10	\$21.72	\$12.44	\$31.35	\$162.88	0.4%	5.6%	970	0.4%	\$35.61	\$6.25	\$4.91	\$123.82
Wilson	\$32.08	\$56.42	\$20.01	\$11.58	\$38.97	\$159.05	0.4%	1.9%	1,024	0.4%	\$36.99	\$6.44	\$4.33	\$132.77
Beaufort	\$33.73	\$50.37	\$21.39	\$11.50	\$31.30	\$148.29	0.4%	-2.4%	760	0.3%	\$31.47	\$5.50	\$6.46	\$269.63
Halifax	\$30.42	\$45.09	\$17.19	\$10.74	\$29.38	\$132.83	0.4%	0.8%	756	0.3%	\$32.04	\$5.54	\$4.40	\$215.38
Ashe	\$32.87	\$36.29	\$19.95	\$12.18	\$27.59	\$128.88	0.3%	4.0%	598	0.3%	\$25.47	\$4.20	\$5.03	\$353.47
Harnett	\$21.29	\$45.55	\$19.27	\$9.71	\$31.22	\$127.04	0.3%	-1.5%	799	0.3%	\$28.33	\$4.92	\$3.55	\$57.90
Stanly	\$10.91	\$44.95	\$21.35	\$11.04	\$29.49	\$117.74	0.3%	1.6%	678	0.3%	\$24.70	\$4.63	\$3.79	\$124.39
Cherokee	\$31.83	\$36.51	\$13.80	\$10.03	\$24.50	\$116.67	0.3%	13.9%	631	0.3%	\$23.45	\$3.61	\$4.76	\$276.30
Wilkes	\$28.46	\$36.98	\$14.34	\$9.32	\$25.66	\$114.75	0.3%	-1.8%	672	0.3%	\$26.77	\$4.37	\$3.53	\$120.63
Lee	\$21.28	\$42.87	\$15.35	\$9.16	\$23.59	\$112.24	0.3%	-2.1%	734	0.3%	\$29.23	\$4.58	\$3.14	\$111.34
Lenoir	\$22.47	\$39.97	\$15.57	\$8.47	\$24.94	\$111.42	0.3%	-2.4%	719	0.3%	\$27.15	\$4.43	\$3.02	\$136.57
McDowell	\$23.77	\$32.32	\$14.03	\$8.46	\$31.01	\$109.60	0.3%	0.7%	648	0.3%	\$28.03	\$3.87	\$4.07	\$204.72
Lincoln	\$22.61	\$39.05	\$12.54	\$8.07	\$23.49	\$105.75	0.3%	0.7%	643	0.3%	\$26.33	\$4.21	\$3.34	\$77.11
Chatham	\$19.66	\$33.53	\$12.97	\$7.98	\$19.45	\$93.59	0.3%	8.9%	721	0.3%	\$28.70	\$3.89	\$3.54	\$88.22
Pasquotank	\$17.94	\$35.29	\$11.22	\$8.51	\$19.65	\$92.61	0.2%	1.3%	545	0.2%	\$20.78	\$3.71	\$2.81	\$156.27
Rockingham	\$17.87	\$33.28	\$11.96	\$6.61	\$21.31	\$91.02	0.2%	-2.5%	692	0.3%	\$24.37	\$3.69	\$3.07	\$72.59
Caldwell	\$16.75	\$27.21	\$9.53	\$6.20	\$21.50	\$81.20	0.2%	6.5%	489	0.2%	\$19.16	\$3.12	\$2.80	\$72.26
Madison	\$18.45	\$22.98	\$10.53	\$7.36	\$20.75	\$80.06	0.2%	-0.3%	382	0.2%	\$16.40	\$2.73	\$2.90	\$265.54
Yancey	\$18.87	\$23.12	\$11.25	\$7.20	\$16.19	\$76.64	0.2%	5.5%	343	0.1%	\$15.99	\$2.45	\$3.80	\$333.84
Warren	\$18.91	\$22.68	\$11.22	\$6.19	\$16.68	\$75.69	0.2%	-0.4%	249	0.1%	\$12.40	\$2.04	\$3.71	\$304.78
Edgecombe	\$5.33	\$25.11	\$10.52	\$6.01	\$24.52	\$71.49	0.2%	-1.1%	347	0.2%	\$11.99	\$2.55	\$1.77	\$89.01
Vance	\$14.89	\$23.93	\$8.80	\$5.88	\$15.49	\$68.99	0.2%	-2.2%	427	0.2%	\$15.05	\$2.72	\$2.28	\$120.25
Richmond	\$13.77	\$22.60	\$10.50	\$5.26	\$14.03	\$66.15	0.2%	9.7%	438	0.2%	\$17.49	\$2.62	\$1.86	\$106.24

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Sampson	\$13.29	\$23.08	\$8.74	\$5.10	\$15.18	\$65.39	0.2%	-4.5%	344	0.1%	\$14.66	\$2.66	\$2.29	\$82.16
Granville	\$13.24	\$21.31	\$9.64	\$4.76	\$13.64	\$62.59	0.2%	1.5%	333	0.1%	\$14.72	\$2.56	\$1.98	\$73.78
Hyde	\$16.90	\$19.48	\$8.01	\$5.40	\$11.36	\$61.15	0.2%	-0.4%	378	0.2%	\$12.71	\$1.93	\$2.50	\$967.71
Columbus	\$11.16	\$22.85	\$7.61	\$5.31	\$13.84	\$60.78	0.2%	-2.8%	379	0.2%	\$13.74	\$2.55	\$2.10	\$93.29
Montgomery	\$13.10	\$17.64	\$8.93	\$5.25	\$15.14	\$60.06	0.2%	5.2%	259	0.1%	\$11.84	\$1.93	\$3.77	\$217.03
Stokes	\$4.31	\$23.64	\$7.75	\$5.76	\$17.88	\$59.35	0.2%	2.1%	303	0.1%	\$12.92	\$2.17	\$1.98	\$90.70
Person	\$11.63	\$19.63	\$6.75	\$4.60	\$14.08	\$56.69	0.2%	-1.6%	314	0.1%	\$11.99	\$2.22	\$1.64	\$97.52
Bladen	\$8.90	\$19.89	\$8.55	\$4.96	\$13.96	\$56.27	0.2%	0.2%	269	0.1%	\$11.19	\$2.27	\$1.87	\$140.79
Polk	\$12.41	\$16.62	\$8.07	\$5.38	\$13.28	\$55.76	0.1%	-1.7%	288	0.1%	\$9.97	\$1.70	\$2.27	\$200.02
Scotland	\$10.39	\$18.29	\$7.15	\$4.43	\$13.95	\$54.21	0.1%	-4.4%	375	0.2%	\$12.85	\$2.03	\$1.33	\$103.13
Yadkin	\$11.23	\$17.33	\$7.11	\$4.68	\$12.20	\$52.55	0.1%	-2.0%	375	0.2%	\$14.76	\$2.06	\$1.55	\$95.18
Graham	\$13.99	\$16.84	\$6.53	\$4.53	\$10.58	\$52.47	0.1%	1.9%	307	0.1%	\$11.31	\$1.58	\$2.57	\$521.21
Alleghany	\$11.35	\$16.71	\$7.69	\$4.31	\$10.34	\$50.40	0.1%	-3.8%	277	0.1%	\$11.31	\$1.62	\$2.25	\$336.97
Davie	\$9.25	\$15.63	\$6.22	\$3.53	\$13.12	\$47.75	0.1%	-1.4%	335	0.1%	\$12.79	\$1.83	\$1.29	\$68.69
Mitchell	\$10.33	\$14.09	\$6.74	\$3.69	\$10.51	\$45.36	0.1%	0.5%	232	0.1%	\$10.46	\$1.42	\$1.59	\$206.09
Franklin	\$8.20	\$16.38	\$6.39	\$3.20	\$9.93	\$44.10	0.1%	4.9%	228	0.1%	\$10.92	\$1.72	\$1.22	\$35.30
Duplin	\$6.87	\$14.99	\$4.55	\$3.01	\$14.27	\$43.69	0.1%	-2.4%	269	0.1%	\$10.41	\$1.80	\$1.64	\$69.09
Pamlico	\$7.44	\$12.58	\$6.58	\$2.89	\$7.44	\$36.93	0.1%	-1.5%	193	0.1%	\$6.66	\$1.09	\$2.24	\$252.23
Martin	\$7.30	\$11.23	\$4.05	\$2.42	\$7.34	\$32.34	0.1%	-6.1%	266	0.1%	\$8.94	\$1.29	\$1.11	\$54.27
Hertford	\$5.98	\$11.11	\$4.38	\$2.46	\$8.34	\$32.27	0.1%	-0.3%	195	0.1%	\$7.40	\$1.33	\$1.08	\$126.53
Chowan	\$6.64	\$10.67	\$4.50	\$3.07	\$6.75	\$31.63	0.1%	0.4%	182	0.1%	\$7.50	\$1.16	\$1.69	\$207.30
Clay	\$7.38	\$9.80	\$4.03	\$2.83	\$7.03	\$31.08	0.1%	-0.8%	129	0.1%	\$6.27	\$0.91	\$1.99	\$233.72
Alexander	\$4.96	\$11.23	\$4.00	\$2.79	\$7.56	\$30.54	0.1%	-7.5%	191	0.1%	\$7.05	\$1.22	\$1.16	\$66.05
Northampton	\$7.35	\$8.23	\$3.82	\$2.52	\$6.34	\$28.26	0.1%	1.0%	98	0.0%	\$4.45	\$0.80	\$1.50	\$140.87
Bertie	\$7.34	\$8.02	\$3.45	\$2.12	\$6.53	\$27.47	0.1%	8.8%	99	0.0%	\$4.33	\$1.02	\$1.08	\$126.05
Anson	\$2.26	\$9.59	\$3.19	\$1.78	\$7.33	\$24.15	0.1%	-3.2%	175	0.1%	\$3.37	\$1.00	\$0.57	\$71.85
Perquimans	\$4.23	\$9.44	\$2.77	\$1.77	\$3.38	\$21.58	0.1%	0.2%	98	0.0%	\$4.20	\$0.70	\$1.35	\$150.91
Caswell	\$2.39	\$7.83	\$3.30	\$1.85	\$5.14	\$20.50	0.1%	3.3%	94	0.0%	\$3.66	\$0.67	\$0.94	\$73.64
Washington	\$4.06	\$5.54	\$2.24	\$1.42	\$4.14	\$17.39	0.0%	-5.0%	83	0.0%	\$3.39	\$0.65	\$0.70	\$129.28
Hoke	\$3.33	\$4.02	\$2.28	\$1.35	\$4.91	\$15.88	0.0%	5.0%	101	0.0%	\$3.87	\$0.65	\$0.43	\$19.11
Greene	\$2.28	\$3.99	\$1.59	\$0.97	\$2.28	\$11.11	0.0%	-0.7%	67	0.0%	\$2.61	\$0.44	\$0.44	\$42.91
Gates	\$2.57	\$2.91	\$1.43	\$0.89	\$2.18	\$9.98	0.0%	-0.3%	44	0.0%	\$1.73	\$0.42	\$0.34	\$76.17
Tyrrell	\$1.73	\$2.23	\$1.05	\$0.72	\$1.49	\$7.22	0.0%	3.1%	30	0.0%	\$1.33	\$0.23	\$0.41	\$185.04
Jones	\$1.46	\$1.85	\$0.80	\$0.53	\$1.75	\$6.37	0.0%	2.5%	30	0.0%	\$1.47	\$0.26	\$0.21	\$50.82
Camden	\$0.88	\$1.35	\$0.56	\$0.35	\$0.98	\$4.12	0.0%	0.8%	25	0.0%	\$1.03	\$0.14	\$0.22	\$32.83
State	\$8,926.07	\$11,503.16	\$5,224.90	\$3,492.81	\$8,077.48	\$37,224.42	100%	1.3%	230,997	100%	\$9,848.17	\$1,389.84	\$1,332.30	\$243.67

Source: Tourism Economics, 2026.